

That Which is Claimed:

1. A cosmetic cleaning product, comprising:
a foamable, aqueous cleaning preparation comprising one or more nonionic surfactants and one or more anionic surfactants, and

5 a pumpfoamer comprising a storage container and a pump mechanism in the form of a closure and having a riser tube for foaming the cleaning preparation present in the storage container.

2. The cosmetic cleaning product as claimed in claim 1, wherein the cleaning
10 preparation has a surfactant concentration from 2 to 15% by weight, based on the total weight of the preparation.

3. The cosmetic cleaning product as claimed in claim 1, wherein the cleaning
15 preparation has a surfactant concentration from 4 to 9% by weight, based on the total weight of the preparation.

4. The cosmetic cleaning product as claimed in claim 1, wherein the cleaning
preparation has a ratio of anionic surfactant to nonionic surfactant equal to a to b – with
a and b each being from 2 to 5.

20 5. The cosmetic cleaning product as claimed in claim 1, wherein the cleaning preparation has a ratio of anionic surfactant to nonionic surfactant (a to b) from 5:3 to 3.5:4.

25 6. The cosmetic cleaning product as claimed in claim 1, wherein the cleaning preparation has a ratio of anionic surfactant to nonionic surfactant (a to b) of 2.5:3.

7. The cosmetic cleaning product as claimed in claim 1, wherein the one or more nonionic surfactants in the cleaning preparation include one or more alkylglycosides.

5 8. The cosmetic cleaning product as claimed in claim 7, wherein the one or more nonionic surfactants in the cleaning preparation include one or more of laurylglycoside and decylglycoside.

10 9. The cosmetic cleaning product as claimed in claim 1, wherein the one or more anionic surfactants in the cleaning preparation include one or more acyl glutamates.

15 10. The cosmetic cleaning product as claimed in claim 1, wherein the one or more anionic surfactants in the cleaning preparation include sodium cocoyl glutamate.

11. The cosmetic cleaning product as claimed in claim 1, wherein the cleaning preparation further comprises one or more of emollients, oil components, dyes, pigments, preservatives and perfumes.

20 12. The cosmetic cleaning product as claimed in claim 1, wherein the cleaning preparation further comprises one or more compounds selected from the group consisting of hydrogenated fatty acid monoglycerides, fatty acid diglycerides and fatty acid triglycerides, said compounds having been ethoxylated and having a degree of ethoxylation of from 20 to 500.

25 13. The cosmetic cleaning product as claimed in claim 1, wherein the pumpfoamer is protected from water splashes.

14. A method for cleansing the skin or hair, comprising applying to the skin or hair through the use of a pumpfoamer, a foamable, aqueous cleaning preparation comprising one or more nonionic surfactants and one or more anionic surfactants, wherein said pumpfoamer comprises a storage container and a pump mechanism in the form of a closure and having a riser tube for foaming the cleaning preparation present in the storage container.